

New Order

Media: TV	Market: Washington, DC	Vendor: WJLA-TV	Billing To: Waterfront Strategies
Client: LCV/Senate Majority PAC	Demo: Adults 35+		1010 Wisconsin Avenue, NW, #800
Product: Issue	Separation: 30	AE: Barbara Monares	Washington, DC 20007
Estimate: 1611	Flight Start: 8/16/12	Phone:	Phone: 202-572-2852
Description: VA DC, Rich, Norfolk 8.16-8.29	Flight End: 8/29/12	Fax:	Fax: 202-338-2334
Version: 1	Survey:		
Comments: VA DC, Rich, Norfolk 8.16-8.29			

Line No	Daypart (Program)	Daypart Code	Gross C/T	Dur	Total Spots	Adults 35+ RTG	CPP
1	ThF,MTuW 5:00A-6:00A (GM WASHINGTON 5A-6A)	EM	\$500.00	C 30	6		
Comments: LPMay/2012LP adj. LPAug/2011LP (pay)							
2	ThF,MTuW 6:00A-7:00A (GM WASHINGTON 6A-7A)	EM	\$700.00	C 30	8		
Comments: LPMay/2012LP adj. LPAug/2011LP (pay)							
3	ThF,MTuW 7:00A-9:00A (GMA 7A-9A)	EM	\$1,400.00	C 30	12		
Comments: LPMay/2012LP adj. LPAug/2011LP (pay)							
4	Sa 7:00A-8:00A (GMA 7A-8A)	EM	\$500.00	C 30	2		
Comments: LPMay/2012LP adj. LPAug/2011LP (pay)							
5	Su 8:00A-9:00A (GMA 8A-9A)	EM	\$500.00	C 30	2		
Comments: LPMay/2012LP adj. LPAug/2011LP (pay)							
6	ThF,MTuW 9:00A-10:00A (LIVE WITH KELLY)	DT	\$700.00	C 30	6		
Comments: LPMay/2012LP adj. LPAug/2011LP (pay)							
7	ThF,MTuW 10:00A-11:00A (RACHEL RAY)	DT	\$600.00	C 30	4		
Comments: LPMay/2012LP adj. LPAug/2011LP (pay)							
8	ThF,MTuW 11:00A-12:00P (THE VIEW)	DT	\$1,000.00	C 30	4		
Comments: LPMay/2012LP adj. LPAug/2011LP (pay)							
9	ThF,MTuW 12:00P-12:30P (ABC 7 NEWS @ NOON)	DT	\$1,000.00	C 30	6		
Comments: LPMay/2012LP adj. LPAug/2011LP (pay)							
10	ThF,MTuW 12:30P-1:00P (WHO WANTS TO BE A MILLIONAIRE)	DT	\$700.00	C 30	4		
Comments: LPMay/2012LP adj. LPAug/2011LP (pay)							

Line No	Daypart (Program)	Daypart Code	Gross C/T	Dur	8/16	8/23	Total Spots	Adults 35+ RTG	CPP
11	Sa 11:00A-1:00P (ABC 7 NEWS SAT)	DT	\$600.00 C	30	1	1	2		
Comments: 3Q 2012 ES LP (sell) - ESTIMATE REFLECTS THE AUG1/SEP11 PROGRAM SHARES FOR ABC 7 NEWS @ NOON M-F ADJUSTED TO SEP11 SAT/11A-1P LEVELS.									
12	ThF.MTuW 3:00P-4:00P (GENERAL HOSPITAL)	EF	\$1,000.00 C	30	2	2	4		
Comments: LPMay/2012LP adj. LPAug/2011LP (pay)									
13	ThF.MTuW 4:00P-5:00P (ANDERSON)	EF	\$1,000.00 C	30	2	2	4		
Comments: LPMay/2012LP adj. LPAug/2011LP (pay)									
14	ThF.MTuW 5:00P-6:00P (NEWS 7 @ 5)	EN	\$1,100.00 C	30	3	3	6		
Comments: LPMay/2012LP adj. LPAug/2011LP (pay)									
15	ThF.MTuW 6:00P-6:30P (NEWS 7 @ 6)	EN	\$1,600.00 C	30	4	3	7		
Comments: LPMay/2012LP adj. LPAug/2011LP (pay)									
16	ThF.MTuW 6:27P-6:30P (WORLD NEWS ADJ)	EN	\$3,000.00 C	30	4	4	2		
Comments: LPMay/2012LP adj. LPAug/2011LP (pay)									
17	ThF.MTuW 6:57P-7:00P (WORLD NEWS ADJ)	EN	\$6,000.00 C	30	2	2	4		
Comments: LPMay/2012LP adj. LPAug/2011LP (pay)									
18	SaSu 6:00P-7:00P (NEWS 7/ABC NEWS)	EN	\$1,000.00 C	30	1	1	2		
Comments: LPMay/2012LP adj. LPAug/2011LP (pay)									
19	ThF.MTuW 7:00P-7:30P (WHEEL OF FORTUNE)	PA	\$3,500.00 C	30	3	3	6		
Comments: LPMay/2012LP adj. LPAug/2011LP (pay)									
20	ThF.MTuW 7:30P-8:00P (JEOPARDY)	PA	\$4,000.00 C	30	3	3	6		
Comments: LPMay/2012LP adj. LPAug/2011LP (pay)									
21	Sa 7:00P-7:30P (WHEEL OF FORTUNE)	PA	\$1,200.00 C	30	1	1	2		
Comments: LPMay/2012LP adj. LPAug/2011LP (pay)									
22	Sa 7:30P-8:00P (JEOPARDY)	PA	\$1,200.00 C	30	1	1	2		
Comments: LPMay/2012LP adj. LPAug/2011LP (pay)									
23	ThF.MTuW 11:00P-11:35P (ABC 7 NEWS @ 11)	LN	\$2,400.00 C	30	4	4	8		
Comments: LPMay/2012LP adj. LPAug/2011LP (pay)									
24	ThF.MTuW 11:35P-12:05A (NIGHTLINE)	LN	\$1,400.00 C	30	2	2	4		
Comments: LPMay/2012LP adj. LPAug/2011LP (pay)									
Total Spots:				57	56		113		

Line No	Daypart (Program)	Daypart Code	Gross C/T	Dur	8/16	8/23	Total Spots	Adults 35+ RTG	CPP
Total GRP/GIMP(000):					0.0	0.0		0.0	
Month		Cash\$-Spots		Trade\$-Spots			Total\$-Spots		
8/2012		\$180,400.00 - 113		\$0.00 - 0			\$180,400.00 - 113		
Total Gross Cost: \$180,400.00								Total Gross CPP:	\$0.00
Total Net Cost: \$153,340.00								Total Net CPP:	\$0.00